

### ABSTRACT OF THE DISCLOSURE

A system and method for obtaining photographic products and/or services comprises bundling image capture and printing technologies into products and/or services that are paid for by a consumer with monthly or yearly subscription fees. The system and method involves selecting a camera and selecting a photographic products/service plan which designates photographic products and/or services which are to be associated with the selected camera. The system and method gives the consumer the option of selecting a specific camera from a menu of cameras, and a specific photographic product/service plan which is to be associated with the selected camera from a product/service menu. As a further option, the consumer can customize his/her product/service plan in accordance with his/her preference. The plan can provide for products and/or services for images captured and/or film exposed by the camera for a predetermined amount of time at a predetermined fee. At the end of the plan, the consumer could have the option of returning the camera, exchanging the camera for a different camera, or keeping the camera at no cost or for a reduced price. The photographic products and/or services provided by the plan could be products and/or services such as film developing, printing, image products, scanning, photo CDs, image storage, etc.

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